

Bro. Librarian

FOR JOB PRINTING
TRY THE MAIL

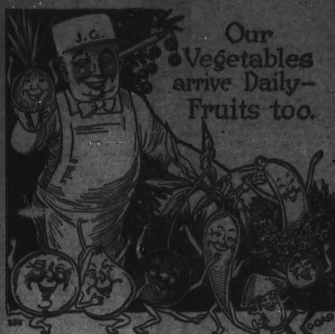
THE BASSANO MAIL

R. A. TRAVIS
INSURANCE OF ALL KINDS
LIFE AND ACCIDENTS

Vol. 4

BASSANO, ALBERTA, THURSDAY, OCTOBER 11, 1917

No. 51



JUST IN!

250 Cases of McIntosh Reds
Splendid Fruit
Worth a Trial Purchase.

BY-THE-WAY!

Have you tried our Maple Syrup? Bought direct from the farmer. This is the real syrup and it costs less.

McKEE, THE GROCER

Phone 9. GROCERIES & CROCKERY.

Familiarise Yourself.

Whatever kind of confusion may hereafter be laid at the charge of the present Government, it can never be said of them that they did not inform the people clearly and faithfully of their duties under the Military Act.

Possibly no other country in the world has given so much publicity and so much information regarding any act, in order that people may assist in carrying out the provisions of such act, and yet though the government have advertised in practically every paper published in the Dominion there are still to be found people in every town who are not familiar with the terms and provisions of the Military Act.

Every week we are publishing reports "concerning the different phases of the Act and we trust that our readers are taking the trouble to read and understand them, for a clear understanding of the Military Act may help many people to save time, trouble and anxiety.

The Government is doing its part consistently and faithfully to make the Act understandable to all, but unless the people do their share its labor will be fruitless, and when the day for registering arrives people who have not taken the pains to familiarize themselves with the proclamation and other messages emanating from official sources, will find themselves in a peculiarly embarrassing position.

NEW TIME TABLE.

Eastbound:	Home	Colony
Train No. 3	4 12	4 35
4	7 53	8 10
Westbound:	1	2
1	2 11	2 25
3	14 35	14 55

Bassano-Emerson Branch.
Leaves Bassano—Monday, Wednesday and Friday, at 7:00 a.m.
Bassano-Irricana Branch.
Leaves Tuesday & Saturday at 7:00

Does Irrigation Pay

Interesting Records from
Gem Colony

We have received from all parts of the country and from many districts in the State inquiries as to the value of the irrigation project of the C.P.R.

We have made careful investigation of the crops harvested this year in the Gem Colony, which is, perhaps, the largest tract yet settled of all the C.P.R. holdings in this district and as a result of our inquiries we may state without any reservation that the value of the irrigation in this district and during this season has been proven to the hilt.

There are many variations in the reports, but the difference represents the difference in the amount of work put on the land.

Irrigation applied intelligently this year has resulted in big yields of grain and garden produce.

One of the Gem farmers W. J. Carpenter, from registered Margolis Seed Wheat raised a crop of 45 bushels to the acre, and from a quarter-acre patch raised 60 sacks of potatoes.

There are of course exceptionally big crops for such a season as this, and it shows the tremendous value of the irrigation project, not only to the farmer, but to the country at large.

But more clearly does this record show that with irrigation such more intensive farming is possible. For the grain crops have increased from those which had yielded large crops of alfalfa the previous year while the root crop was taken from land which had grown wheat the previous year.

Such records are more than usually interesting in the light of the many discreditable remarks we hear so often from farmers who have not made a success of their operations this year, for the facts seem to show conclusively that the man who puts the most work on his land, intelligently reaps the largest crops, provided his work is intelligently directed.

"OUR DAY"

OCTOBER 18th, 1917

A MESSAGE From His Honour the Lieut.-Governor, "Vice-Patron of the Canadian Red Cross Society"

People of Alberta, once again the British Red Cross Society have appealed to us for help.

Not alone are the needs of our sick, wounded, and imprisoned sailors and soldiers to be attended to, but also those of our far fortunate Allies, Belgium, and Serbia. These unfortunate calls for assistance have seriously depleted the funds of the Parent Society.

The failure to obtain a liberal response to the Red Cross appeal will necessitate the restriction and curtailment of the Society's operations at the time when the needs of suffering humanity are much greater than at any previous period of the war.

Can we, for very humanity's sake, have the Red Cross work hampered for the lack of funds?

Actually Great Britain is awaiting the answer to this call, waiting for October 16th, when in every corner of the Empire her sons will send their ringing answer back across the sea. What will the answer be of Canada—Canada who has already shown her interpretation of the spirit of British citizenship? What will be the answer of Alberta? What, indeed, will be the answer of your community?

People of Alberta, do your best for "OUR DAY"

H. G. BRETHERTON,
Lieut.-Governor.

LOST

About July 1st draughting set in Black Enamel leather case. Reward for return to Wm. Bassano.

DON'T WAIT for Winter.

ORDER NOW

Galt Nut Coal - \$6.00
Bankhead Briquettes - 6.00
Green Hill Steam Coal - 6.00
Galt Lump - 7.50

Dry Pine Ship Lap.

Prices will not be Lower.

THE ATLAS LUMBER Co., Ltd.

Phone 7.

Manager, W. B. Rogers.

GEM THEATRE!

Friday and Saturday

MARGUERITE CLARK—"Fortunes of Fife"

Monday and Tuesday

Rockcliffe Fellows in "The Regeneration."

Wednesday and Thursday

Edna Gooderich in "The House of Lies."

Friday and Saturday—"A Son of Erin."

Public Announcement

We are now settled in our new large store and in a position to offer the Public the largest selection and lowest prices in all lines of Hardware and Harness.

YOU ARE WELCOME

to make our New Store your business Headquarters while in town.

SERVICE is a Hobby With Us!

Even if you do not need anything in the Hardware or Harness line you are welcome to use our Store as a place to meet your friends.

Our Business Turnover as a Hardware and Harness Establishment places us in the Top List. (Selection, Quality, Price and Service explains this.)

HARDWARE AND HARNESS HEADQUARTERS.

Pierce & Currie, Ltd. - Bassano

Pay Will Be The Same

Men selected under the Military Service Act will receive the same pay as those now on active service receive. Pay will start from the time a man reports for duty. Money from the Patriotic Fund and Separation Allowance will also be available for selected men.

Canadian soldiers are well paid. The fact that wages in Canada are generally higher than those paid in Europe is recognized in the system of remuneration for men on active service. Clothing and all equipment in addition to food is also supplied to the Canadian soldier, leaving him with no expense except personal incidentals.

The rate of pay for men in the Canadian Expeditionary Force, other than commissioned officers, is as follows:

Rank	Pay	Field Allowance
Warrant Officer	\$2.00	30 cts.
Warrant Officer	1.85	20 "
Quartermaster Sergeant	1.50	20 "
Orderly Room Clerk	1.40	20 "
Orderly Room Sergeant	1.30	20 "
Pay Sergeant	1.20	20 "
Squad, Battalion, or Co. Sergeant Major	2.50	20 "
Company Sergeant or Battalion Sergeant	1.80	20 "
Squad, Battalion, or Co. Sergeant	1.50	20 "
Sergeant	1.40	15 "
Corporal	1.30	15 "
Private	1.20	15 "
Private, Second Class	1.10	15 "
Private, Third Class	1.00	15 "
Private, Fourth Class	0.90	15 "
Private, Fifth Class	0.80	15 "

As in the case of those already gone overseas, Separation Allowances will be available for those dependent for livelihood upon selected men. The Separation Allowance is \$30.00 per month for the rank and file, \$25.00 for sergeants and staff-sergeants and \$20.00 for warrant officers. The experience is that many men can afford to assign half their pay to dependents, in addition.

A considerable number of men who have enlisted in the Canadian forces have found themselves better off under the army rate of pay, which is granted in addition to board, lodging, clothing, equipment, transportation, etc., than they were while in civilian positions. Their wants are provided for, and they receive a steady addition to the bank account each month.

Issued by
The Military Service Council.

THE BASSANO MAIL

Published at Bassano, Alberta, every Thursday afternoon

THE MAIL PUBLISHING COMPANY, LIMITED

Subscription: Canada and U. S. - British Empire \$1.25 per year; to the United States and Foreign Countries \$1.75 per year. All subscriptions payable in Advance.

Legal advertisements 12 cents per newspaper line first insertion; 8 cents per line each subsequent insertion. Classified advertisements 10 cents an insertion, three insertions \$1.00. Display rates on application.

Kernin & E. G. ALLEN.

It has been with us, as with most people, a matter of mystery why, when the conservation of food-stuffs is such a vital necessity to the winning of the war, compulsory action is not taken to ensure the necessary economies.

It would appear from a statement recently issued by the Food Controller that we are not called upon to economise generally but specifically.

The three food-stuffs which Canada has to conserve are Bread, Beef and Bacon.

We are expected to curtail our consumption of wheat bread to the extent of one slice in four and we are allowed to make up the deficiency by using bread made from the flour of other cereals.

We have also to cut down upon our consumption of beef and bacon twenty five per cent, and in the place of those meats we are urged to use more fish and vegetable products.

The need therefore of establishing an extensive system of food control is fully explained away but the necessity of exercising the strictest economies in the three items mentioned is emphasized all the greater.

This is a call to service which appeals to everyone. The housewife especially must respond readily and cheerfully in order to effect the saving necessary. A Voluntary

Pledge should be taken by everyone to curtail and it will redound to Canada's credit if we can boast that as an effect of our economy our Allies will have even more than a sufficiency.

There are many people who have facts and figures to prove that the whole business is a farce, but then there are always such wise-heads to be found who know more than the men on the spot, and whose whole object in life is to criticise everything which they have not the ability to understand is a vital necessity.

On Thursday next you will be asked to contribute to the British Red Cross, the parent of all Red Cross Societies. The ministrations of the British Red Cross are not confined to any particular army but wherever suffering exists there will you find it in action. This society's need is almost as overwhelming as is its worthiness of your heartiest support.

Particular Men — REQUIRE — Particular Clothes.

FOR SUITS THAT SUIT and Suits that Fit. For Suits that are the last word in taste, style and quality there is only one choice—the famous

'Society' Brand.

Suits from \$25.00 to \$40.00
Overcoats \$25.00 to \$65.00

Our New Samples for Fall and Winter. Overcoats are the best we have ever shown. See them

Torgut - - The Tailor



Get Behind the Wheel of a Ford and Drive

TRY it just once! Ask your friend to let you "pilot" his car on an open stretch. You'll like it, and will be surprised how easily the Ford is handled and driven.

If you have never felt the thrill of driving your own car, there is something good in store for you. It is vastly different from just riding—being a passenger. And especially so if you drive a Ford.

Young boys, girls, women and even grandfathers—thousands of them—are driving Ford cars and enjoying it. A Ford stops and starts in traffic with exceptional ease and smoothness, while on country roads and hills its strength and power show to advantage.

Buy a Ford and you will want to be behind "the wheel" constantly.

Ford
THE UNIVERSAL CAR

Runabout - \$475
Touring - \$495
Coupelet - \$695
Sedan - \$890

F. O. B. FORD, ONT.

Roy Smith - Dealer - Bassano.

BUY AN IRRIGATED FARM

From the Canadian Pacific Railway

REQUIRE

Irrigation makes the farmer independent of rainfall, and insures good crops, not occasionally, but EVERY YEAR.

Irrigation makes possible the successful culture of alfalfa, the King of alfalfa, which insures good returns in dairying and mixed farming.

Irrigation means later sowing and close cultivation, with all the advantages of densely populated agricultural community.

Irrigation in the Canadian Pacific Railway irrigation is not so long an experiment, the years that it has been tried having absolutely demonstrated its success wherever intelligently applied.

This is the most liberal offer of irrigated farm land on record. For full particulars, apply to

Allan Cameron, General Supt. of Lands
Canadian Pacific Railway, Department of Natural Resources
1201 First Street East, Calgary, Alberta.

You can buy irrigated land from the Canadian Pacific Railway at prices up to \$80 PER ACRE, with twenty years to pay and the privilege of a loan of \$2,000 for improvements (5% interest); no principal after first payment until end of fourth year, reduced interest if settlement conditions are complied with, and no water rental for first year.

Contract can be paid off before maturity if desired.



Wake Up! Ladies

Mrs. Morlock announces the Opening of her

Hall Millinery Sale,
which will take place on
Saturday, October 6th, at
her Residence on 3rd Ave.

The Latest Styles!
The Best Materials!
The Lowest Prices!

Music Tuition!

Miss J. A. Foster teaches the piano, and violin to the pupils of Bassano and district by teaching the French and English.

Junior Singing Classes are held on Saturdays at 3:00 p.m.
Studio - Fifth Street

DR. A. G. SCOTT

M.D. Toronto; M.C.P.S. Alberta
PHYSICIAN
and **SURGEON**

PHONE - Office 27, Resident 121

BURNS & MAVOR

Resident, Bassano, Alberta, Can.
J. S. MAVOR, M.A., LL.B.
ROBERT MCGEAN

OFFICES: 12 Alexander Corner,
Calgary, Alberta
BASSANO, ALBERTA

MRS. M. GRAY

FURNITURE AND UNDERTAKING

Service Day and Night

Bassano Furniture Store B.A., Phone 102

Harry Holmes
BUILDER
Estimates given free on all work.

Bassano PRESBYTERIAN CHURCH

Services—7:30 p.m.
Sunday School at 10:30 a.m.

CHURCH of THE BLESSED VIRGIN

Corner 5th Avenue and 6th Street
Services every Sunday at 7:30
Celebration of Holy Communion
1st Sunday in every month.
Rev. A. C. SWAINSON, Vicar

Bassano Lodge

No. 55
A. F. & A. M.

Meets second Tuesday of each month

Visiting Brethren always welcome.

W. Marley, W. M. H. H. Strathairn, Sec.

WE ARE LARGER

THAN ALL OTHERS
Garrison Business College, CALGARY
Success Business College, REGINA

Bassano Municipal Hospital

Graduate Nurses in attendance

for particulars write

A. G. Scott - Superintendent

A SELECTED LIST OF HOME REMEDIES

obtainable from any dealer in medicines, which every housekeeper can purchase and use with confidence in their reliability for the purposes for which they are recommended.

Perry Davis' Painkiller for Chills, Cramps, Bowel Troubles, and externally as a Liniment for Sprains, Bruises, Sore Throat, etc. Used all over the world for 70 years. 25c. & 50c. bottles.

Allen's Cough Balm for common Colds in the Bronchial Tubes. Especially recommended for children as it contains no opium or other harmful drugs. 25c., 50c. and \$1.00 bottles.

"The D. & L." Hazol-Menthol Plaster. A soothing and drawing plaster for the quick relief of Rheumatic Aches and Pains, Lumbago, Backache and Neuralgia. Combines the well-known virtues of Witch Hazel and Menthol. Each plaster is six-inch tube. Price, 25c. each; also supplied in 1 yard rolls, equalling 7 regular size plasters, \$1.00.

Davis' Liver Pills for Constipation and Bile Headaches; gentle but effective. 40 pills, 25c.

Davis' Menthol Salve. Soothes and heals Ulcers and Scalds, Scratches, and many Skin injuries and affections. Required in every home. 25c. per tin.

Dylcia Toilet Cream. A delightful and effective Dental preparation for the Complexion, Hands and Skin. Preserves against wind and sun. Attractively put up, 50c. per bottle. Send 5c. for fac-simile trial size bottle to Davis & Lawrence Co., Montreal.

"The D. & L." Emulsion of Pure Cod Liver Oil. Irresistible to build up delicate women and children, restore the weight and vitality after attacks of Rheumatism, Colds, etc. Palatable as cream. 50c. and \$1.00 bottles.

Ferrovino. The Invigorating Iron Tonic. Recommended for Thin Blood, Old Age Exhaustion, and General Debility. Combines the virtues of Iron and Beef with just enough Pure Spanish Cherry Wine to aid the weak digestion. \$1.00 per bottle. All these standard preparations are prepared in Canada. If not obtainable at your dealer, write to the Proprietors:

Davis & Lawrence Co., Mfg. Chemists, Montreal

FUTURE OF AIR POWER MILITANT AND ITS RELATION TO THE WAR

GERMAN RAIDS HAVE DRIVEN HOME A LESSON

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GERMAN RAIDS HAVE DRIVEN HOME A LESSON

Let US Get Together!

There are many reasons why auto owners should come to us for their Accessories.

Reason One. We carry a complete stock and we make it our business to see that the Accessory you buy is the one you need.

Reason Two. We fit and test every accessory before you purchase it.

We are thus in a position to give you better service at lower cost than you can obtain elsewhere.

The General Garage, Opposite Post Office.
FRANK H. BERRY - Manager.

DR. W. G. NEILSON,
THE MODERN DENTIST
OVER WEBSTER'S STORE, BASSANO.

BASSANO MEAT MARKET

Choice Meats at low prices for cash
Good Value for Good Goods

Your Meals
will be all the more enjoyable when
you know the meats were bought
from us

Compare Our prices with others

Special Low Prices on Hams, Poultry and
Threshers. Highest prices paid for Hides and
all kinds of Poultry
E. G. HOLLEY, Manager

LOANS FOR LIVESTOCK

THE UNION BANK OF CANADA is prepared to make loans to good farmers on reasonable terms, to purchase cattle for feeding or breeding purposes.
It is in the best interests of farmers to increase their herds.
Consult the Local Manager for particulars.

UNION BANK
OF CANADA

PAID UP CAPITAL \$5,000,000.00
TOTAL ASSETS EXCEED \$109,000,000.00
The Pioneer Bank of Western Canada

BASSANO BRANCH - G. W. BOYD, Manager
Cluny Branch, F. B. Stephens, Manager

We Pay One Half

The purchase price of this famous
1881 Rogers Al Plate

WE give coupons with every 25c. purchase of all the high grade guaranteed products made by the United Drug Company. We are willing to lose money on the silverware to get you acquainted with their goods, which are standard in their line.

"Retail Remedies"

Liggett's Candies, Perfumes, Toilet Articles, Brushes, Stationery, Rubber Goods, and hundreds of other items, household preparations, etc. You cannot afford not to secure this popular silverware, when you can get it on our half bought plan. As an example, this teaspoon that sells for 50c. you can get for 25c. with coupons.

STILES, The Druggist

Local and Personal.

J. Darrah of Majorville was a business visitor in town on Friday.

C. N. Shoup of Janney was a business visitor on Saturday.

H. Long of Majorville was visiting in town this week.

Mrs. Marlock wishes to announce that her Millinery Parlor is closed at six o'clock every night.

The subject of Rev. W. E. Brookes' address on Sunday next will be "The Value of a Witness."

Service will be held at the Anglican Church on Sunday next at 11 a.m.

S. E. Eldale of Majorville registered at the Hunter Hotel on Friday.

A Harvest Thanksgiving Service will be held at the Anglican Church on Sunday week at 7:30 p.m.

Miss Gubb will be the soloist at the Presbyterian Church on Sunday evening.

The editor and a few other interesting reports Thanksgiving in Bassano; everybody else went either to Calgary or duck-shooting.

W. Stenhouse and E. Pirion of Brooks were visiting in town on Friday. It does them good they said to be in a real town occasionally.

The patrons of Fats Quick Lunch wear a heavy look these days the reason of which is the departure of "Humpy" the only, for fresh and fresher purchases.

Q. T. Diekmann, G.P.R. land agent, brought a large number of farmers from North and South Dakota up to the district this week many of whom purchased land.

Next Thursday will be observed as a Tag Day for the British Red Cross Society. Everybody requested to get rid of their small change before that day.

Rev. A. C. Swanson on Sunday next will deal with the subject of "Baptism for the Dead" which was discussed at a recent meeting of the House of Bishops at Ottawa.

Corpl. Ben Gray will return home on Friday. Let all his friends be at the depot to greet him.

The Annual Meeting of the Red Cross Society will be held at the Town Hall, on Tuesday the 10th at 8:30. The business to be transacted will be the election of officers and the adoption of the Annual Report.

The Ladies of the Red Cross Society meet at the home of Mrs. Dabber on Friday. Ladies are requested to meet at Mrs. Hordens at 2:30. Cars will be provided to convey those wishing to go.

"When Greek meets Greek" might have been the title of an intensely dramatic episode which was staged on Second Avenue this week. Most people thought an electric storm was pending but it was only a storm of abuse.

We understand that a gentleman from Calgary was in town last week canvassing for Job Printing. So far we have not discovered the man who gave him an order. Guess he feels so darn awful when he spots that he withers away to vanishing point.

HELP FROM THE PATRIOTIC FUND

Men Selected Under the Military Service Act are Assured of it by Resolution.

Ottawa, Sept. 26th.—It is now known that, so far back as June, 1917, the executive committee of the Canadian Patriotic Fund had decided to grant the assistance to the men selected under the Military Service Act on the basis already outlined, in the matter of payments to dependents. On June 14, 1917, at the meeting in Ottawa, the executive committee of the Fund passed a resolution providing that, in the event of the Government's passing and enforcing legislation providing for a measure of selective drafting, the dependents of the men so selected "be entitled to the same assistance as the dependents of the men who have volunteered." Under the Military Service Act of 1917, of course, with the first class unselected men and widows without children, not a grant was expected to require assistance for dependents under the Patriotic Fund, although each case will be considered separately.

With assistance, where needed, from the Patriotic Fund, the men selected under the Military Service Act will receive every convenience and right of the men already called. Their status will be assured. C-4.

Irrigation Period Extended

Calgary, October 1st.—The status being taken in Western Canada to increase food production manifest themselves in many ways. Among the latest is a request made by the Lethbridge Board of Trade to the Canadian Pacific Railway that the Company should continue to let its trains wait in the yards beyond the usual time this fall to enable farmers to fill their tanks for the purpose of increasing the crop of 1918. Similar representations have been made by settlers in the Eastern Section of the Canadian Pacific Railway Irrigation Works. In both cases the Company has shown its desire to co-operate with the farmers in increasing production by agreeing to the request that water should be supplied through the ditches after September 30th, which is officially the end of the irrigation season.

NATIONAL INTEREST RULING FACTOR

Exemptions under Military Service Act will be Decided According to this One Consideration

Ottawa, Oct. 10.—The situation regarding exemptions to be granted under the Military Service Act has been greatly clarified by the announcement that the decisions of Exemption Boards will be governed by the national interest. This suggests in broad outline the policy that will be followed in dealing with those who are selected for service and desire to remain in the country.

It is plainly in the national interest that certain industries, such as agriculture, mining, fishing, transportation, munition or other war material manufacturing, etc., should be kept in a healthy condition. Instead of being a menace to the stability of these industries the Military Service Act will help to maintain them in a thriving condition by conserving the labor supply they require. Therefore, therefore, the Act is expected to prove a most beneficial instrument making for the prosperity of the country as a whole.

No industry is exempted altogether. Individuals engaged in each one must submit to the provisions of the Act, the same as others. But, if a man is engaged in work of national importance which cannot be as well done by another the fact will always be borne in mind when the Exemption Board is considering his case. This is the dominant feature of the system. B-5.

BLANKETS! FLANNELETTE & WOOL

Flannelette Blankets in white or grey, with pink or blue borders, wonderfully soft and warm, 64x74 in., per pr. 2.50
Larger Size, in white only, with colored borders.
Size 72x84 in., per pair 3.00
Special Harvester Blankets, in grey, size 54x74 in., weight 6 lbs., per pair 3.75
Extra quality light grey blanket, whipped edge, weight 7 lbs., 60x80 in., per pair 8.50
See our Better grade Blankets, per pair 15.75 & 17.50

Groceries and Provisions.

JAS. JOHNSTON The Quality Store.

Crown Lumber Co., Ltd.

IF in need of anything in the building line you will find the VERY BEST of Everything in BUILDING MATERIALS. Where? To be sure at the

Crown Lumber Co., Ltd.

JOS. WRIGHT, Manager
P. O. Box 70 Phone 31

OGILVIE FLOUR

For Sale by
McKee, The Grocer - Bassano

Can You Afford To Die?

Have you ever figured what the position of your wife and children would be if you were suddenly taken from them?

Don't you think you should insure your life in order that those dependant on you may be provided for, without having to depend upon charity.

Especially when you can insure \$1000 for the cost of only two cigars a day.

Talk It Over with Your Wife.

R. A. TRAVIS - AGENT

Home Dressed Meats



IT'S LOOKS WILL PLEASE HIM
The easy carving will please him still more, and his flavour will please him to the very highest degree. Think what our meat always does to the man of the house. And the rest of the family who enjoy it as they never did before. Try a roast, a steak or some chops. Our prices are higher, even if our meats are so much better.

Phone Orders Promptly attended to
E. EVANS & SON

Jimmy Stinson, Mgr. Phone 22

DELCO-LIGHT

Electricity For Every Farm

At last a complete electric plant that is so simple, reliable and economical, that electric light and power are now available anywhere and for any purpose.

Now you may have the comfort and convenience of electric light in your home and out-buildings without the cost of a coal fire.

Delco-Light will do most of your chores because it provides power for the smaller machines.

Let us show you how it will pay for itself in time and labor saved.



Jack Allen - Bassano